

# Management System Description: Communication and Public Affairs

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## 1.0 Purpose

The purpose of the Environmental Management Consolidated Business Center's (EMCBC) Communications and Public Affairs program is to provide accurate information to stakeholders, the public, and members of the media on Department of Energy (DOE) and Office of Environmental Management programs. The three external activities identified in this Management System include: Public Involvement, Congressional and Intergovernmental Affairs, and Media Relations. These activities serve to ensure that the management of information and communications with external audience to EMCBC and EMCBC supported sites are accurate and timely descriptions of EMCBC activities, policies, and accomplishments.

## 2.0 Responsibilities

The table below represents roles and responsibilities specific to this Management System. For a detailed description of EMCBC roles and responsibilities, please see the EMCBC [Functions, Responsibilities, and Authorities \(FRA\)](#).

<b>Roles</b>	<b>Responsibilities</b>
Director/Deputy Director, EMCBC	<ul style="list-style-type: none"><li>• Determines overall Communications and Public Affairs policies for EMCBC and allocates resources required to carry out these activities.</li></ul>
EMCBC Public Affairs	<ul style="list-style-type: none"><li>• Leads development, in close consultation and coordination with DOE HQ Office of Congressional and Intergovernmental Affairs, EM Office of Communication and External Affairs, EM-3, and EMCBC field elements responsible for communication of EMCBC Strategic Communications Strategies and Plans.</li><li>• Coordinates EMCBC internal and external communications.</li></ul>

<b>Roles</b>	<b>Responsibilities</b>
Office of the Assistant Secretary for Environmental Management, Office of Communication and External Affairs (EM-3)	<ul style="list-style-type: none"> <li>Provides overall Departmental strategic direction and guidance on Communications and Public Affairs activities and programs. Coordinates with the DOE Press Office and Office of Congressional and Intergovernmental Affairs.</li> </ul>
Site Office Managers	<ul style="list-style-type: none"> <li>Line managers responsible for overseeing all aspects of contractor performance for their assigned facilities, including Communications and Public Affairs.</li> <li>Site Managers also serve as the principal DOE official for the sites they manage in community relations and other external interactions.</li> </ul>
Contracting Officers	<ul style="list-style-type: none"> <li>With support from EMCBC Public Affairs, provides formal guidance to contractor organizations on Communications and Public Affairs requirements.</li> <li>Coordinates Congressional notifications and inquiries as required with EMCBC Public Affairs.</li> </ul>

## 3.0 Management System Operation

### 3.1 Overview

EMCBC Public Affairs supports the EMCBC Director's Office and Supported Site Managers to communicate with stakeholders, the public, and media. EMCBC Public Affairs also coordinates activities with the Office of Environmental Management, Communication and External Affairs Office (EM-3). EM-3 in most cases coordinates EMCBC and Supported Site actions with the DOE Press Office (PA) and Office of Congressional and Intergovernmental Affairs (CI) as needed.

Community Relations and/or Public Involvement activities are designed to ensure that a credible and transparent process is in place to seek public input from community members in the decision-making process

Congressional Affairs activities address the needs of elected officials for accurate and timely information about EMCBC and supported sites activities and actions, particularly those that may affect their constituencies or communities as a whole.

Media Relations activities are intended to provide accurate information about EMCBC supported site and contractors activities to stakeholders and the public.

## **3.2 Key Functions/Services and Processes**

### **3.2.1 Community Relations and/or Public Involvement**

Community Relations are activities conducted by the Federal Staff or contractor staff members to provide a presence in the community. Community Relations activities may include conducting site tours, establishing a speaker's bureau, or participate in education-centered events such as a science fair. Other forums used to communicate with the public such as community updates and information meetings are considered sound community relations practices.

Public Involvement is the process where DOE seeks public input in the decision-making process. Public Involvement is required under the National Environmental Policy Act (NEPA) and Comprehensive Environmental Response, Compensation and Liability Act (CERCLA). Public Involvement also is used to keep interested stakeholders informed of DOE activities.

#### **3.2.1.1 Public Meetings**

Public meetings, workshops, seminars, comment periods, and all other activities in support of public involvement are usually associated with environmental cleanup or National Environmental Policy Act (NEPA) processes are led by the Site Office, contractor staff, or contractors specializing in the NEPA process. Funding is expected to come from the project or program. EMCBC public affairs staff is available to assist with media relations or other functions at these meetings.

#### **3.2.1.2 Public Inquiries**

Inquiries from stakeholders about EMCBC or its projects and programs are received through a variety of channels that include directly to EMCBC, DOE HQ, or EMCBC supported sites and contractor organizations. Responses are expected to be timely, and coordinated with the necessary technical staff to ensure they are appropriate and accurate. Any stakeholder response should be treated as if it were going to a member of the media and has the potential to be included in a social media venue.

#### **3.2.1.3 Congressional Affairs**

The EMCBC Public Affairs staff assists the EMCBC Director, Deputy Director, and Supported Site Managers with Congressional Affairs activities that may include: formal or informal questions, site tours, or notification of significant events. Supported Site Managers often deal with staff members of elected officials assigned to their local areas. When tours or issues arise, Supported Site managers and staff members are requested to keep the EMCBC Director's Office informed. The EMCBC public affairs staff will keep EM-3 and DOE CI informed of these activities.

#### **3.2.1.4 Congressional and Intergovernmental Notifications**

This activity provides notification to the DOE HQ Office of Congressional and Intergovernmental Affairs (CI) of contracts, grants, and other actions meeting specified dollar amounts. Requirements include notification regarding those instruments executed by EMCBC that require prior approval by the DOE Contracting Officer. The EMCBC Public Affairs staff coordinates these notifications (72-Hour Notices) with the Office of Environmental Management's Office of Communication and External Affairs (EM-3).

#### **3.2.1.5 Distinguished Visitors**

It is expected there will be significant planning and coordination of visits to EMCBC supported sites by senior elected officials and other potential distinguished guests. Plans for visits, including Foreign Visitors, should define the roles and responsibilities of both DOE and contractor staffs, and ensure effective communication and coordination throughout the visit.

#### **3.2.1.6 Media Relations and External Communications**

Members of the media frequently contact the EMCBC public affairs staff with questions regarding EMCBC activities (mostly contracting actions) or about the Supported Sites activities. Responses can vary from simple responses to topics that require a large degree of coordination between the Supported Site, the EMCBC staff members and EM-3. Media inquiries should be answered in a timely manner whenever possible. Providing responses to members of the media is in keeping with the policies of openness and should be viewed as a way to provide accurate information to the public. Often times, media questions are best handled by the Supported Site Manager or public affairs professionals who work for the contractor. Media contacts should be reported by the Supported Site to the EMCBC Director and public affairs staff, who will make the appropriate notifications or coordination with EM-3.

The Supported Sites contractor public and community affairs plans, fact sheets, news releases, and when needed -Response to Media Inquiry (RTQ), and other products for release to the public should be accurate and responsive to public interests and needs. The EMCBC public affairs staff will provide guidelines for these materials.

#### **3.2.1.7 Emergency Public Affairs Planning and Response**

Effective public information related to site emergency situations is a key component of the DOE Emergency Management System. Each Supported Site's emergency response team must plan for emergencies and participate in exercises to prepare for them. Similarly, contractors should have a designated staff member for public information and media relations in their emergency planning.

## 4.0 Requirements

### 4.1 Primary Responsibility

This Management System has primary responsibility for ("owns") the following requirements:

Document	Title
<a href="#">DEAR 952.204.75</a>	Public Affairs
<a href="#">Memo Garman (01/20/2006)</a>	Memorandum from David K. Garman, Under Secretary for Energy, Science, and Environment, to the Heads of Energy, Science, and Environment Departmental Elements, titled 72-Hour Prior Notification, dated 01/20/2006

### 4.2 Parsed Responsibility

This Management System is responsible for a part of the following high-level requirements:

Document	Title
<a href="#">DOE O 142.3A</a>	Unclassified Foreign Visits and Assignments Program
<a href="#">DOE O 151.1C</a>	Comprehensive Emergency Management System

## 5.0 Subject Areas, Program Descriptions, and Guidance Documents

The following Subject Areas are maintained by this Management System:

- [Community Relations/Public Involvement](#)
  - Procedure 1. Establishing and Developing Relationships with Public and Private Sector Stakeholders
  - Procedure 2. Developing and Implementing a Public Involvement Plan
  - Procedure 3. Conducting Public Activities
  - Procedure 4. Responding to Public Inquiries
  - Procedure 5. Maintaining Information Security
- [Congressional and Intergovernmental Affairs](#)
  - Procedure 1. Announcing Significant Activities or Visits for Congressional and Intergovernmental Offices
  - Procedure 2. Answering Informal Congressional and Intergovernmental Inquiries
  - Procedure 3. Congressional Notifications of Contract and Financial Assistance Actions (i.e., Section 311, Advance Notification of Award, and 72-hour)
- [Media Relations](#)
  - Procedure 1. Managing Media and Media Related Inquiries
  - Procedure 2. Coordinating Media Outreach and Interactions

- Procedure 3. Coordinating and Approving News Releases
- Procedure 4. Responding to Emergency Public Affairs

## **6.0 References**

EMCBC Subject Area Description (SAD) [Unclassified Visits & Assignments by Foreign Visits/Assignments](#)